Appln. No. 09/472,666
Amendment dated November 6, 2006
Reply to Office Action mailed December 6, 2005

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims (deleted text being struck through and added text being underlined):

1. through 18. (Canceled)

1   19. (Currently Amended) A removable moving media,
2   comprising:
3   a source content <u>including moving video images presented</u>
4   <u>within a video frame;</u>
5   a removable content disposed at a position within <u>the moving</u>
6   <u>video images of</u> the source content for providing a virtual product
7   location, <u>the virtual product location being movable within the</u>
8   <u>video frame of the source content as the moving video images are</u>
9   <u>presented;</u> and
10   a communication assembly in communication with a virtual
11 product source, <u>the virtual product source</u> providing a virtual
12 product which is a commercial item, the communication assembly
13 providing access to the source content and the removable content,
14   wherein the communication assembly ~~allows~~ <u>is configured to</u>
15 <u>cause</u> the virtual product source to place the virtual product within
16 <u>the source content of</u> the removable moving media ~~through~~
17 ~~utilization~~ <u>at the position</u> of the removable content disposed within
18 <u>the video frame of</u> the source content;
19   wherein the communication assembly ~~allows~~ <u>is configured to</u>
20 <u>cause</u> the virtual product source to update the position of the virtual
21 product location in <u>the video frame of the source content of</u> the
22 removable moving media ~~through~~ <u>by</u> repositioning <u>the virtual</u>
23 <u>product location of the removable content relative to the video</u>

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24 frame of the source content as the moving video images of the

25 source content are presented.

20. through 21. (Canceled)

1   22. (Previously Presented) The removable moving media of
2 claim 19, wherein the source content is a video game.

1   23. (Previously Presented) The removable moving media of
2 claim 19, wherein the source content is at least one of a streaming
3 video, a film, a video stream, and a video file format.

1   24. (Previously Presented) The removable moving media of
2 claim 19, wherein the source content is a digital source content.

1   25. (Previously Presented) The removable moving media of
2 claim 19, wherein the virtual product is placed within the removable
3 moving media through at least one of a paint, a montage, an
4 animation, and an instantiation process.

26. through 32. (Cancelled)

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1   33. (Currently Amended) A system for placing virtual

2 products within a moving media, comprising:

3   an original moving media content source <u>comprising moving</u>

4 <u>video images presented within a video frame and</u> including a

5 removable content <u>within the moving video images of the source</u>

6 <u>content,</u> the removable content providing a virtual product location

7 at a position in the moving media<u>, the virtual product location being</u>

8 <u>movable within the video frame of the source content as the moving</u>

9 <u>video images are presented;</u>

10   a network in communication with the original moving media

11 content source, the network providing a virtual product source; and

12   a virtual product disposed within the virtual product source,

13 the virtual product being a commercial item enabled for placement

14 in the virtual product location of the removable content, ~~the virtual~~

15 ~~product being enabled for updating the position of the virtual~~

16 ~~product location of the removable content in the moving media,~~

17   wherein the virtual product is downloaded from the network,

18 and placed on the moving media in the virtual product location; and

19   wherein the virtual product is updated on the moving media in

20 the virtual product location [[[,]]] ; and

21   <u>wherein</u> the position of the virtual product location relative to

22 the moving media is updated <u>by repositioning the virtual product</u>

23 <u>location of the removable content relative to the video frame of the</u>

24 <u>source content as the moving video images of the source content are</u>

25 <u>presented</u>.

1   34. (Previously Presented) The system of claim 33, wherein

2 the network includes at least one of a website on a network and a

3 peripheral computing system.

1   35. (Previously Presented) The system of claim 33, wherein
2   the virtual product source updates the virtual product location on
3   the removable content within the original moving media content
4   source.

1   36. (Previously Presented) The system of claim 33, wherein
2   the original moving media content source is a video game.

1   37. (Previously Presented) The system of claim 33, wherein
2   the original moving media content source is at least one of a
3   streaming video, a film, a video stream, and a video file format.

1   38. (Previously Presented) The system of claim 33, wherein
2   the original moving media content source is a digital source content.

1   39. (Previously Presented) The system of claim 33, wherein
2   the virtual product is placed within the virtual product location
3   through at least one of a paint, a montage, an animation, and an
4   instantiation process.

1   40. (Withdrawn) A method of selling the placement of
2   products in moving media content released over time, comprising:
3   dividing the time over which the content is released into a
4   plurality of time slots;
5   selling the placement of a product in the content by time slot;
6   and
7   placing the product into the content released in the time slot
8   for which the product placement was sold
9   updating the product in the content by downloading a new
10   product into the content from a network.

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1   41. (Withdrawn) The method of claim 40, wherein the network
2   includes at least one of a website on a network and a peripheral
3   computing system.

1   42. (Withdrawn) The method of claim 40, wherein the original
2   moving media content source is a video game.

1   43. (Withdrawn) The method of claim 42, wherein the original
2   moving media content source is at least one of a streaming video, a
3   film, a video stream, and a video file format.

1   44. (Withdrawn) The method of claim 43, wherein the original
2   moving media content source is a digital source content.

1   45. (Withdrawn) A method of selling the placement of
2   products in moving media content released in a plurality of
3   geographic areas, comprising:
4   producing different versions of the content for different
5   geographic areas;
6   selling the placement of a product in the content by
7   geographic area;
8   placing the product into the geographic version for which the
9   product placement was sold; and
10   updating the product in the different versions of the content
11   for different geographic areas by downloading a new product into
12   the content from a network.

1   46. (Withdrawn) The method of claim 45, wherein the network
2   includes at least one of a website on a network and a peripheral
3   computing system.

1   47. (Withdrawn) The method of claim 45, wherein the original
2   moving media content source is a video game.

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1   48. (Withdrawn) The method of claim 47, wherein the original

2   moving media content source is at least one of a streaming video, a

3   film, a video stream, and a video file format.

1   49. (Withdrawn) The method of claim 48, wherein the original

2   moving media content source is a digital source content.

1   50. (Withdrawn) A method of selling the placement of

2   products in moving media content distributed in a plurality of

3   channels, comprising:

4   producing different versions of the content for different

5   channels;

6   selling the placement of a product in the content by

7   distribution channel;

8   placing the product into the channel version for which the

9   product placement was sold; and

10   updating the product in different versions of the content for

11 different channels by downloading a new product into the content

12 from a network.

1   51. (Withdrawn) The method of claim 50, wherein the network

2   includes at least one of a website on a network and a peripheral

3   computing system.

1   52. (Withdrawn) The method of claim 50, wherein the original

2   moving media content source is a video game.

1   53. (Withdrawn) The method of claim 52, wherein the original

2   moving media content source is at least one of a streaming video, a

3   film, a video stream, and a video file format.

1   54. (Withdrawn) The method of claim 53, wherein the original

2   moving media content source is a digital source content.

1   55. (Currently Amended) A digital source content disposed on

2   a streaming video, comprising:

3   a source content including a motion picture comprising

4   moving video images presented within a video frame;

5   a removable content disposed at a position within the moving

6   video images of the source content for providing a virtual product

7   location, the virtual product location being movable within the

8   video frame of the source content as the moving video images are

9   presented; and

10   a communication assembly in communication with a virtual

11   product source, the virtual product source providing a virtual

12   product which is a commercial item, the communication assembly

13   providing access to the source content and the removable content,

14   wherein the communication assembly ~~allows~~ is configured to

15   cause the virtual product source to place the virtual product within

16   the source content of the removable moving media ~~through~~

17   ~~utilization~~ at the position of the removable content disposed within

18   the video frame of the source content;

19   wherein the communication assembly ~~allows~~ is configured to

20   cause the virtual product source to update the position of the virtual

21   product location in the video frame of the source content of the

22   removable moving media ~~through~~ by repositioning the virtual

23   product location of the removable content relative to the video

24   frame of the source content as the moving video images of the

25   source content are presented.

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1   56. (Previously presented) A digital source content disposed

2   on a digital video disk (DVD), comprising:

3   a source content including a motion picture comprising

4   moving video images presented within a video frame;

5   a removable content disposed at a position within the moving

6   video images of the source content for providing a virtual product

7   location, the virtual product location being movable within the

8   video frame of the source content as the moving video images are

9   presented; and

10   a communication assembly in communication with a virtual

11   product source, the virtual product source providing a virtual

12   product which is a commercial item, the communication assembly

13   providing access to the source content and the removable content,

14   wherein the communication assembly allows is configured to

15   cause the virtual product source to place the virtual product within

16   the source content of the removable moving media through

17   utilization at the position of the removable content disposed within

18   the video frame of the source content;

19   wherein the communication assembly allows is configured to

20   cause the virtual product source to update the position of the virtual

21   product location in the video frame of the source content of the

22   removable moving media through by repositioning the virtual

23   product location of the removable content relative to the video

24   frame of the source content as the moving video images of the

25   source content are presented.

1   57. (Previously Presented) The removable moving media of

2   claim 19, wherein the virtual product is a commercial item

3   associated with a brand identity.

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1   58. (Previously Presented) The removable moving media of

2   claim 57, wherein the commercial item comprises packaging

3   containing a consumable product.

1   59. (Previously Presented) The removable moving media of

2   claim 58, wherein the commercial item is a can of beer.

1   60. (Previously Presented) The removable moving media of

2   claim 26, wherein the virtual product content is a commercial item

3   associated with a brand identity.

1   61. (Previously Presented) The removable moving media of

2   claim 60, wherein the commercial item comprises packaging

3   containing a consumable product.

1   62. (Previously Presented) The removable moving media of

2   claim 33, wherein the virtual product is a commercial item

3   associated with a brand identity.

1   63. (Previously Presented) The removable moving media of

2   claim 62, wherein the commercial item comprises packaging

3   containing a consumable product.

1   64. (Previously Presented) The digital source content of claim

2   55, wherein the virtual product is a commercial item associated with

3   a brand identity.

1   65. (Previously Presented) The digital source content of claim

2   64, wherein the commercial item comprises packaging containing a

3   consumable product.

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1   66. (Currently Amended) A removable moving media,

2   comprising:

3   a source content adhering to an MPEG-4 format comprising

4   moving video images presented within a video frame;

5   a removable content disposed at a position within the moving

6   video images of the source content for providing a virtual product

7   location, the virtual product location being movable within the

8   video frame of the source content as the moving video images are

9   presented; and

10   a communication assembly in communication with a virtual

11 product source, the virtual product source providing a virtual

12 product which is a commercial item, the communication assembly

13 providing access to the source content and the removable content,

14   wherein the communication assembly allows is configured to

15 cause the virtual product source to place the virtual product within

16 the source content of the removable moving media, via an

17 instantiation of the virtual product, through utilization at the

18 position of the removable content disposed within the source

19 content; and

20   wherein the communication assembly allows is configured to

21 cause the virtual product source to update the position of the virtual

22 product location in the video frame of the source content of the

23 removable moving media through by repositioning the virtual

24 product location of the removable content relative to the video

25 frame of the source content as the moving video images of the

26 source content are presented.